Student Name

Assignment Title

Colorado Technical University

Date

Introduction

 Introduce the topics you will cover in your paper. Use 12-point Times New Roman font, double-space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 4–6 pages (plus the title page and the reference page).

There are many types of customers and potential customers in the market for products and services. *Demographic data* are the statistical information regarding a population. Examples of demographic data include age, gender, married or not married, children or no children, educational level completed, and income level, to name a few. *Psychographic data* are the information about a customer's interests, values, and personality traits. Examples of psychographic data categories are values, leisure activities, attitudes, and interests.

Using what you have learned, answer the following:

Explain the purpose of demographics in marketing research.

Type your response here.

What are psychographics and their purpose? Provide examples to illustrate your points.

Type your response here.

Is it necessary to determine both demographics and psychographics to determine the target group of customers? Why or why not?

Type your response here.

Please explain why it is important to be SMART when setting goals for your business.

 Type your response here.

Conclusion

 Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite 1–3 sources in APA format. Here are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge. <https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open*, *10*(1). <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). *Where’s the boss? And what counts as “work”?* The Society Pages. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>